

# PARCEL

## BRAND AMBASSADOR JOB DESCRIPTION

### WHO WE ARE

Parcel ([fromparcel.com](http://fromparcel.com)) is the package delivery service for New Yorkers without doormen! Serving all of Manhattan and much of Brooklyn, we're making missed deliveries and stolen packages a thing of the past. Our users ship their packages to us and schedule a delivery for the evening, when they're actually home. Parcel just launched in September 2014 and has been featured in publications like The New York Times, The Wall Street Journal, and The New York Post. As a fast-growing startup, we're seeking brand ambassadors from the School of Visual Arts to spread the word about Parcel and grow our user base — while making money, reporting directly to our Business Development Manager, and having fun.

### WHO YOU ARE

- **Influential.** Someone whose friends look to them for advice on what's new, what's good, and what's interesting.
- **An early adopter.** Someone who isn't afraid to try new things and frequently finds themselves experimenting with the latest apps and services.
- **Hard-working.** Someone who takes pride in their work and does whatever it takes to get the job done.
- **Reliable.** Someone who is responsive, diligent, and trustworthy.
- **Inventive.** Someone who thrives outside their comfort zone and constantly innovates new, faster, and better ways to accomplish tasks.

### WHAT YOU'LL DO

- **Acquire new users.** Source potential users within and outside of your social networks, and use your influence to get them to sign up.
- **Spread the word.** Use social media, word-of-mouth, on-campus tabling, and events to generate buzz about Parcel. (Don't worry: we'll help you out!)
- **Embody our brand.** Learn the ins, outs, and FAQs of our company, and act like a team member: friendly, fun, and helpful.
- **Get creative.** Think outside the box to generate new ideas, and discover new ways to get the word out!

### WHAT WE'LL GIVE YA

- A snazzy Parcel T-shirt and everything you need to spread the word
- \$2 per user who signs up with your unique promo code (with no maximum!)
- Up to an additional \$200 in bonuses for fun and easy one-off assignments
- Startup street cred: we're a small team with a lot to do, and if you can help us make an impact your letter of recommendation and resume will show it!

### INTERESTED?

Email Alexis ([alexis@fromparcel.com](mailto:alexis@fromparcel.com)) with your resume, and a brief description of three strategies you'd pursue as a Brand Ambassador to build our user base, and explain why they'll be effective.